

WEB SITE LOAD MANAGEMENT

Abstract of the Disclosure

5 A system for broadcasting enhanced television content
may provide for early notification of web hosting
facilities when uniform resource locators may be broadcast
with television content. When uniform resource locators
are broadcast with television content, a large number of
users may attempt to simultaneously access the hosting web
site for the uniform resource locator. By providing early
warning through the television broadcast system, the web
10 servers which handle the load of attempted web accesses may
gear up for the load spike. Through an automatic system, a
relatively failsafe procedure may be implemented to ensure
that the web hosting facilities receive notice sufficient
to enable them to prepare for the onslaught of attempted
15 accesses.